

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
PATENT APPLICATION

Applicant : Jonathan B. Orlik  
Application No. : 09/555,551 Confirmation No.: 8362  
Filed : August 29, 2000  
For : ELECTRONIC PROGRAM GUIDE SYSTEM WITH  
ADVERTISING MESSAGES IN POP-UPS  
Art Unit : 2623  
Examiner : Hunter B. Lonsberry

New York, New York 10036  
June 13, 2008

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

**REPLY TO OFFICE ACTION**

Sir:

In reply to the December 13, 2007 Office Action,  
applicant respectfully requests reconsideration and allowance  
of this application in light of the following amendments and  
remarks:

Amendments to the Claims begin on page 2 of this  
paper.

Remarks begin on page 11 of this paper.